

REMARKS

The Office Action mailed on October 06, 2006 rejected claims 1-3, 7, 8 and 15-17 under 35 U.S.C. § 102(e) as being anticipated by Ilcisin (U.S. Patent Application Publication 2002/0044067). The preamble to claim 1 has been amended and claims 1-3, 7, 8 and 15-17 are pending in this application. All rejections are traversed below.

The present application is concerning with an advertisement calculating system. Because the disclosure focuses on cost calculation and not advertisement delivery, the present application would be characterized as a user-driven system and not an event driven system. The user-driven feature of the disclosure is explicitly recited in the independent claims as, for example in claim 1, "the geographic factor being obtained from location designation information *inputted by the user*" (lines 5-6, emphasis added). An embodiment of this feature is disclosed as "upon receipt of an advertisement request from the advertiser 80, the advertisement cost calculating unit 10 calculates the cost of an advertisement in consideration of a geographic factor, such as a region or location, or temporal factor such as time slot or season" on page 7, lines 15-20. Thus, the geographical factor recited in claim 1 pertains to a region or a location input by the user. Independent claims 7 and 8 recite the same feature cited above for claim 1 at lines 10-11 and 11-12, respectively.

In contrast, Ilcisin explicitly stated its disclosure "pertains to the field of message delivery systems" (paragraph [0002]). Thus, the disclosure is event driven and not user-driven as recited in the claims of the present application. For example, the Office Action cited paragraph [0022] as anticipating the geographic locating unit recited in claim 1. In the cited paragraph, however, Ilcisin described an automated system for determining geographic location (paragraph [0022], lines 2-5). The embodiments of the geographical location device are described in paragraphs [0028] –[0030]. Nowhere in these paragraphs or elsewhere in Ilcisin does the geographical locations device utilize input from the user to determine geographic location. On the other hand, with claim 1, as noted above, the user inputs the geographic location. Thus, the user inputs a geographic location to determine the cost of an advertisement and is user-driven. Because Ilcisin is event-driven and the independent claims are user-driven, it is submitted that claims 1, 7 and 8 are not anticipated by Ilcisin.

It is submitted, for the reasons submitted above, that independent claims 1, 7 and 8 patentably distinguish over Ilcisin. Likewise, dependent claims 2-3 and 15-17 patentably distinguish over Ilcisin for the reasons submitted above. Withdrawal of the rejections is respectfully requested.

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It is submitted that the amended to claim 1 does not require a new search, because the amendment merely clarified the preamble. Entry of the amendment is respectfully requested.

If there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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